

~~AMENDED~~

CLAIMS

1. A method for integrated management of digital advertising campaigns, the method comprising:

providing a plurality of user ~~device~~ devices each associated with a buyer or a seller with access to a centralized transaction platform server based on authentication information provided by the buyer or the seller, wherein the authentication information is verified by one or more integrated third party systems utilized by the buyer or the seller accessible by the buyer or the seller, wherein seller accounts of a plurality of seller third party servers and buyer accounts of a plurality of buyer third party servers are automatically mapped;

receiving, by the centralized transaction platform server, data regarding inventory of a plurality of sellers from the plurality of seller third party servers of the one or more integrated third party systems, wherein the data is received via an application programming interface (API); in which the API syncs data between the integrated third party system and the centralized transaction platform server in accordance with the mapped accounts;

aggregating a collection of available inventory of the ~~sellers~~ seller systems based on the data regarding the inventory of the ~~sellers~~ seller systems from the one or more integrated third party system, wherein the aggregated inventory includes the mapped seller accounts of the plurality of seller third party servers;

providing a graphic user interface that presents a real-time list of available digital campaign inventory from the plurality of seller third party servers by communicating with the buyer third party servers via the API, the available digital campaign inventory associated with the plurality of seller systems and an available server of the plurality of seller third party servers where respective campaigns are allocated to a first user device of the plurality of user devices via the centralized transaction platform server, and wherein the graphical user interface includes one or more filters selectable for filtering the aggregated collection of available inventory of the ~~sellers~~ seller systems based on

one or more categories of the inventory specific to the buyer; ~~and system~~
associated with the first user device;

~~generating on a~~ modifying the graphical user interface for the first user
device of the buyer, to present a custom display of the filtered list of real-time
inventory based on ~~a~~ the one or more selected filters;

receiving a first proposal of a selection from the filtered list of real-time
inventory from the first user device via the graphical user interface, the first
proposal associated with a first uniform resource locator (URL) link to a first
proposal web page;

receiving a second proposal of a selected digital inventory from the one
or more integrated third party systems via the real-time list based on inputs from
a second user device, wherein the second proposal is associated with a second
URL link to a second proposal web page and received criteria that matches via the
~~one or more categories~~ API;

creating a third proposal based on the real-time list of the real-time digital
inventory; via a third-party application programming interface (API) integrated
to a white-label API customized for a respective integrated third party system
associated with the third-party API, wherein the third proposal is associated
with a third URL link to a third proposal web page;

providing the first proposal, the second proposal, and the third proposal,
via the centralized transaction platform server to respective ad server operators
without accessing respective third party servers; and

automating approval of the first proposal, the second proposal, and the
third proposal based on approved workflows, wherein respective digital
inventory associated with each proposal is published to a corresponding web
page using a corresponding URL link, wherein the approval is synced with the
plurality of third party servers and the centralized transaction platform server.

2. The method of claim 1, further comprising transmitting the collection of
available inventory of the sellers to a second integrated third party, wherein the
collection of available inventory of the sellers is transmitted via the API.

3. The method of claim 2, wherein the second integrated third party is a different integrated third party than the integrated third party systems from which the data regarding inventory of the sellers was received.
4. The method of claim 2, wherein the collection of available inventory of the sellers is transmitted to a different user device than ~~a~~the user device from which the data regarding inventory was received.
5. The method of claim ~~Z~~2, wherein the collection of available inventory of the sellers is transmitted to the second integrated third party in real-time.
6. The method of claim 1, wherein filtering the aggregated collection of available inventory of the sellers ~~is~~ based on an attribute inherent to an inventory.
7. The method of claim 6, wherein the attribute inherent to the inventory includes first-party targeting information associated with the inventory.
8. The method of claim 1, further comprising packaging different portions of the aggregated collection of available inventory of the sellers into a package, wherein the data regarding inventory of the sellers in the package includes data from different integrated third party systems.
9. The method of claim 1, further comprising storing the data regarding inventory of the sellers from the one or more integrated third party systems in a central database.
10. The method of claim 1, wherein the data regarding inventory of the sellers includes an expected number of digital views.

11. A system for integrated management of advertising campaigns, the system comprising:

a memory that stores instructions; and

a processor coupled to the memory, wherein execution of the stored instructions by the processor causes the processor to:

provide a plurality of user devices each associated with a buyer or a seller with access to a centralized transaction platform server based on authentication information provided by the buyer or the seller, wherein the authentication information is verified by one or more integrated third party systems utilized accessible by the buyer or the seller, wherein seller accounts of a plurality of seller third party servers and buyer accounts of a plurality of buyer third party servers are automatically mapped;

receive data from a plurality of third party servers regarding inventory of a plurality of sellers from the one or more integrated third party systems, wherein the data is received via an application programming interface (API); in which the API syncs data between the integrated third party system and the centralized transaction platform server in accordance with the mapped accounts;

aggregate a collection of available inventory of the sellers based on the data regarding the inventory of the sellers from the one or more integrated third party system; and, wherein the aggregated inventory includes the mapped seller accounts of the plurality of seller third party servers;

~~filter~~ provide a graphic user interface that presents a real-time list of available digital campaign inventory from the plurality of third party servers, the available digital campaign inventory associated with the plurality of sellers and an available server of the plurality of third party servers where respective campaigns are allocated to a first user device of the plurality of user devices via the centralized transaction platform server, and wherein the graphical user interface includes one or more filters selectable for filtering the aggregated collection of available

inventory of the sellers systems based on one or more categories of the inventory;

~~generates on a graphical user interface for the user device of the~~ specific to the buyer, system associated with the first user device;

modify the graphical user interface for the first user device of the buyer, to present a custom display of the filtered list of real-time inventory based on a ~~the one or more selected filters;~~

receive a first proposal of a selection from the filtered list of real-time inventory from the first user device via the graphical user interface, the first proposal associated with a first uniform resource locator (URL) link to a first proposal web page;

receive a second proposal of a selected digital inventory from the one or more integrated third party systems via the real-time list based on inputs from a second user device, wherein the second proposal is associated with a second URL link to a second proposal web page and received criteria that matches ~~via the one or more categories~~ API;

create a third proposal based on the real-time list of the real-time digital inventory, ~~via a third-party application programming interface (API) integrated to a white-label API customized for a respective integrated third party system associated with the third-party API, wherein the third proposal is associated with a third URL link to a third proposal web page;~~

provide the first proposal, the second proposal, and the third proposal, via the centralized transaction platform server to respective ad server operators without accessing respective third party servers; and

automate approval of the first proposal, the second proposal, and the third proposal based on approved workflows, wherein respective digital inventory associated with each proposal is published to a corresponding web page using a corresponding URL link, wherein the approval is synced with the plurality of third party servers.

12. The system of claim 11, wherein the processor executes further comprising transmitting the data regarding instructions to transmit the collection of available inventory of the sellers to a second integrated third party, wherein the collection of available inventory of the sellers is transmitted via the API.

13. The system of claim 12, wherein the second integrated third party is a different integrated third party than the integrated third party systems from which the data regarding inventory of the sellers was received.

14. The system of claim 12, wherein the collection of available inventory of the sellers is transmitted to a different user device than ~~at~~the user device from which ~~the~~ data regarding inventory of the sellers was received.

15. The system of claim 12, wherein the collection of available inventory of the sellers is transmitted to the second integrated third party in real-time.

16. The system of claim 11, wherein filtering the aggregated collection of available inventory of the sellers ~~is~~includes filtering based on ~~an~~ attribute inherent to an inventory.

17. The system of claim 16, wherein the attribute inherent to the inventory ~~includes~~includes first-party targeting information associated with the inventory.

18. The system of claim 11, further comprising packaging different portions of the aggregated collection of available inventory of the sellers into a package, wherein the data regarding inventory of the sellers in the package includes data from different integrated third party systems.

19. The system of claim 11, further comprising storing the data regarding inventory of the sellers from the one or more integrated third party systems in a central database.

20. A non-transitory computer readable storage medium having embodied thereon a program, wherein the program is executable by a processor to perform a method for integrated management of advertising campaigns, the method comprising:

providing a plurality of user devices each associated with a buyer or a seller with access to a centralized transaction platform server based on authentication information provided by the buyer or the seller, wherein the authentication information is verified by one or more integrated third party systems utilized accessible by the buyer or the seller, wherein seller accounts of a plurality of seller third party servers and buyer accounts of a plurality of buyer third party servers are automatically mapped;

receiving, by the centralized transaction platform server, data regarding inventory of a plurality of sellers from the plurality of seller third party servers of the one or more integrated third party systems, wherein the data is received via an application programming interface (APT); API in which the API syncs data between the integrated third party system and the centralized transaction platform server in accordance with the mapped accounts;

aggregating a collection of available inventory of the ~~sellers~~ seller systems based on the data regarding the inventory of the ~~sellers~~ seller systems from the one or more integrated third party system, wherein the aggregated inventory includes the mapped seller accounts of the plurality of seller third party servers;

providing a graphic user interface that presents a real-time list of available digital campaign inventory from the plurality of seller third party servers by communicating with the buyer third party servers via the API, the available digital campaign inventory associated with the plurality of seller systems and an available server of the plurality of seller third party servers where respective campaigns are allocated to a first user device of the plurality of user devices via the centralized transaction platform server, and wherein the graphical user interface includes one or more filters selectable for filtering the aggregated collection of available inventory of the ~~sellers~~ seller systems based on one or more categories of the inventory specific to the buyer; and a system associated with the first user device;

~~generating on a~~ modifying the graphical user interface for the first user device of the buyer, to present a custom display of the filtered list of real-time inventory based on a the one or more selected filters;

receiving a first proposal of a selection from the filtered list of real-time inventory from the first user device via the graphical user interface, the first proposal associated with a first uniform resource locator (URL) link to a first proposal web page;

receiving a second proposal of a selected digital inventory from the one or more integrated third party systems via the real-time list based on inputs from a second user device, wherein the second proposal is associated with a second URL link to a second proposal web page and received via the API;

creating a third proposal based on the real-time list of real-time digital inventory via a third-party application programming interface (API) integrated to a white-label API customized for a respective integrated third party system associated with the third-party API, wherein the third proposal is associated with a third URL link to a third proposal web page;

providing the first proposal, the second proposal, and the third proposal, via the centralized transaction platform server to respective ad server operators without accessing respective third party servers; and

automating approval of the first proposal, the second proposal, and the third proposal based on approved workflows, wherein respective digital inventory associated with each proposal is published to a corresponding web page using a corresponding URL link, wherein the approval is synced with the plurality of third party servers and the centralized transaction platform server.

21. The method of claim 1, further comprising mapping the seller accounts of the plurality of seller third party servers and the buyer accounts of the plurality of buyer third party servers by integrating the third party systems using email addresses associated with the seller accounts and the buyer accounts.

22. The method of claim 21, wherein integrating the third party systems include bidirectional syncing of information regarding inventory yield and targeting, and wherein the bidirectionally synced information is accessible to the user device.

23. The method of claim 1, further comprising a self-service portal in communication with the centralized transaction platform server, wherein the self-service portal provides a graphical user interface that receives criteria ~~that matches the one or more categories of the~~ associated with an inventory- from the buyer.

24. The method of claim 23, wherein the self-service portal further filters the available digital campaign associated with the plurality of sellers based on the criteria.